



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Dudley Media
919 Catharine St
Philadelphia, PA 19147

CONFIRMATION CONTRACT
Schedule Dates: 10/09/12-10/15/12
Advertiser: Florida Democratic Party 3 Pack (23075)
Agency: Dudley Media (7265)
Product: POLITICAL ISSUE (ns) (11B7)
Brand: FL DEM SACHS/BRUNO/S (475045)
Salesperson: TeleRep/DC, Washington DC (2395)
Sales Office: TeleRep Washington DC
Buyer Name: DUDLEY, BOB
Phone/Fax: (202) 675-6936 /
CPE: 3
Account Types: National/Political Issue Agency BRD
Billing Type: Weekly/Irregular
Comments: FL DEM SACHS/BRUNO/S
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered: 10/08/12
Last Modified: 10/08/12
Entered By: Nancy Britus
CO-OP: No
Headline #: 06364787
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$4,372.50
Net Total: \$24,777.50
Sales Tax:

By Broadcast Month Spots Rate
Oct 2012 54 \$29,150.00
Grand Total: 54 \$29,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/09/12-10/12/12	3	:30	6A- 7A (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/8/12
2.0	Normal Line / SPOT (2)	10/15/12-10/15/12	3	:30	6A- 7A (EST)	1								1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/8/12
3.0	Normal Line / SPOT (3)	10/09/12-10/12/12	3	:30	7A- 9A (EST)	4		X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		10/8/12
4.0	Normal Line / SPOT (4)	10/15/12-10/15/12	3	:30	7A- 9A (EST)	1								1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/8/12
5.0	Normal Line / SPOT (5)	10/09/12-10/12/12	3	:30	9A- 10A (EST)	4		X	X	X	X			4	\$200.00	\$800.00	West Palm Beach (WPEC)		10/8/12
6.0	Normal Line / SPOT (6)	10/15/12-10/15/12	3	:30	9A- 10A (EST)	1								1	\$200.00	\$200.00	West Palm Beach (WPEC)		10/8/12
7.0	Normal Line / SPOT (7)	10/09/12-10/12/12	3	:30	4P- 5P (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/8/12
8.0	Normal Line / SPOT (8)	10/15/12-10/15/12	3	:30	4P- 5P (EST)	1								1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/8/12
9.0	Normal Line / SPOT (9)	10/09/12-10/12/12	3	:30	5:30P- 6P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
10.0	Normal Line / SPOT (10)	10/15/12-10/15/12	3	:30	5:30P- 6P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/8/12
11.0	Normal Line / SPOT (11)	10/09/12-10/12/12	3	:30	6P- 6:30P (EST)	4		X	X	X	X			4	\$600.00	\$2,400.00	West Palm Beach (WPEC)		10/8/12
12.0	Normal Line / SPOT (12)	10/15/12-10/15/12	3	:30	6P- 6:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		10/8/12
13.0	Normal Line / SPOT (13)	10/09/12-10/12/12	3	:30	7P- 7:30P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
14.0	Normal Line / SPOT (14)	10/15/12-10/15/12	3	:30	7P- 7:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

By:



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Agency Dudley Media (7265)
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Brand FL DEM SACHS/BRUNO/S (475045)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name DUDLEY, BOB
Phone/Fax (202) 675-6936 /
CPE 3
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15.0	Normal Line / SPOT (15)	10/13/12-10/13/12	3	:30	7P-7:30P (EST)							1		1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/8/12
16.0	Normal Line / Prime (16)	10/15/12-10/15/12	3	:30	10P-CBS-Hawaii Five-O (Monday)		1							1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
17.0	Normal Line / Prime (17)	10/10/12-10/10/12	3	:30	9P-CBS-Criminal Minds (Wednesday)				1					1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
18.0	Normal Line / Prime (18)	10/13/12-10/13/12	3	:30	10P-CBS-48 Hours (Saturday)							1		1	\$800.00	\$800.00	West Palm Beach (WPEC)		10/8/12
19.0	Normal Line / Prime (19)	10/14/12-10/14/12	3	:30	10P-CBS-Amazing Race (Sunday)							1		1	\$2,200.00	\$2,200.00	West Palm Beach (WPEC)		10/8/12
20.0	Normal Line / Prime (20)	10/14/12-10/14/12	3	:30	9P-CBS-The Good Wife (Sunday)							1		1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/8/12
21.0	Normal Line / SPOT (21)	10/09/12-10/12/12	3	:30	11P-11:30P (EST)			X	X	X	X			4	\$700.00	\$2,800.00	West Palm Beach (WPEC)		10/8/12
22.0	Normal Line / SPOT (22)	10/15/12-10/15/12	3	:30	11P-11:30P (EST)		1							1	\$700.00	\$700.00	West Palm Beach (WPEC)		10/8/12
23.0	Normal Line / SPOT (23)	10/09/12-10/12/12	3	:30	11:30P-12:30A (EST)			X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		10/8/12
24.0	Normal Line / SPOT (24)	10/15/12-10/15/12	3	:30	11:30P-12:30A (EST)		1							1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/8/12
25.0	Normal Line / SPOT (25)	10/14/12-10/14/12	3	:30	7A-8A (EST)							1		1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/8/12

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26.0	Normal Line / SPOT (26)	10/14/12-10/14/12	3	:30	9A-10:30A (EST)	1							1	1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/8/12
27.0	Normal Line / SPOT (27)	10/14/12-10/14/12	3	:30	10:30A-11:30A (EST)	1							1	1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/8/12

NAB

BROADCASTERS

**AGREEMENT FORM FOR
POLITICAL BROADCASTS**STATION and LOCATION WPEC-TV West Palm Beach FL Date 10-5-12I, Dudley Media (on behalf of) Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office of _____Fl. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
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- See Attached - WPEC # 1390141

Date of First Broadcast <u>10-9-12</u>	Date of Last Broadcast <u>10-15-12</u>
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Total Charges: \$24,777.50 netThe broadcast time will be used by Florida Democratic Party - Sachs/Brown/Smith
I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Brown/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Loonzale, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 10-5-12(Candidate or Agent) Bob Dudley☒ Accepted☐ RejectedBy Lillian K. RobertsTitle Sales Director

This request whether accepted or rejected, will be available for public inspection for a period of two years.



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Dem Party / 3 PAC PARTY: Democratic

OFFICE/DESCRIPTION: SACHS, Brewster, Smith ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Dudley
Candidate Manager Agency Committee (circle one)

ADDRESS: Dudley Media
919 Catherine St.
Philadelphia, PA 19147

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: Rates & Airtime

Final Disposition: Order placed \$29,150⁰⁰

If Committee, list officers and position: Alma Gonzalez, Treasurer

TAKEN BY: Cheryl Polaris DATE: _____ TIME: _____
T. Rip Wash